

Tunbridge Wells Farmers' Market Survey

This survey is on behalf of Tunbridge Wells Borough Council to evaluate the Farmers' Market. Could you spare a minute of your time to answer a few questions?

- Q1 How did you hear about the market?**
- Word of mouth
 - Town centre banner
 - Newspaper
 - Radio
 - Leaflet
 - Came across it / passing
 - Friends / Family

- Q2 What appeals to you about the market?**
- Buying local produce
 - Freshness of produce
 - Contact with producers
 - Reasonable prices
 - Food unavailable elsewhere
 - Buying organic, free range produce

- Q3 Are there any aspects of the market that don't appeal to you?**
- Too expensive
 - Limited range
 - Inconvenient location
 - Inconvenient times
 - None of the above

Markets are held between 9am-2pm on the 2nd and 4th Saturday of every month, with extra markets at peak times of the year.

- Q4 What would you like to change about the time or frequency of the markets?**
- More frequent
 - Less frequent
 - Longer hours
 - Shorter hours
 - No change

- Q5 Did you buy anything today?**
- Yes
 - No

- Q6 If Yes, approximately how much did you spend?**
- £

- Q7 Is there anything else in season you would like to buy or see that wasn't available?**
-

- Q8 How much time did you spend at the market?**
- Mins

- Q9 How frequently do you visit the Farmers' Market?**
- First time
 - Sometimes
 - Fortnightly
 - Monthly

- Q10 How often do you come to Royal Tunbridge Wells Town Centre to shop?**
- Daily
 - Weekly
 - Fortnightly
 - Monthly
 - Occasionally
 - Never

- Q11 Would you have come into town today if the market had not been held?**
- Yes
 - No

- Q12 Do you visit other Farmers Markets'?**
- Yes
 - No

- Q13 What other Farmers' Markets do you visit in the area?**
- West Malling
 - Cranbrook
 - Rolvenden
 - Heathfield
 - Tonbridge
 - Crowborough

Q14 We are interested in how far people have travelled to come to the town centre. Do you know your postcode?

Q15 How did you travel to the market today?

- Walked
- Cycled
- Car
- Bus
- Train
- Taxi

Q16 Where would you normally have bought the things you have bought today?

- Supermarket
- Town Centre shop
- Village shop
- Online
- Wouldn't have bought them

Q17 Are you:

- Male
- Female

Q18 Please indicate your age band

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Q19 Are you visiting the market?

- Alone
- With Friends
- With Family

Thank you for taking the time to complete this questionnaire.